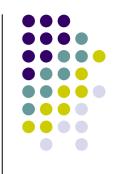
Web Site Development Guidelines

Webmaster User Group January 24, 2007





New web policy



- Establishes expectations to ensure all State web sites maintain a common look and feel
- Provides more flexibility choices in colors
- Complies with accessibility requirements
- Gives agencies more control over their own on-line real estate
- Effective January 23, 2007



- By November 1, 2007, all State departments within the Executive Branch must comply with the ca.gov standards for:
 - Design
 - Accessibility
 - Usability
 - Separation of presentation and content





eServices Office

POLICY NOTICE

All Departments No.

No.: 07-02 Except James 23, 2007

Explore January 19, 2008

From: eServices Director

Subject Web Site Development Guidelines

PURPOSE

The purpose of this policy is to establish web site development expectations for all agencies, departments, boards, and commissions within the Executive Brench of the State of California. All State of California web sites should manifold a common look and feel and a common navigational framework. The goal of this policy is to allow the public, businesses, and vinitors to easily access all information on my State developed web site.

II. POLICY STATEMENT

All State of California web sites subject to this policy will present a common look-and-feel that clearly indicates to visitors that they are accessing an official State of California web site. All sites will conform to design, unablify, and accessibility standards within the policy and associated resources. To assist agencies, in this effort, a Webmaster's Toothors "WebTools" has been created, and may be theward at general webtools on age.

III. SCOPE

This policy is intended for all web authors, web application developers, content countilutors, and contractors creating or maintaining web pages for the Executive Branch of the State of California.

IV. RESPONSIBILITIES

A. eServices Office – Responsible for developing, publishing, and maintaining web policies, standards, and guidelines. Provides assistance to State agencies in complying with the standards.





State agencies
must conform to the
new ca.gov design
using the templates

Key Components

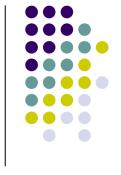
- •Header
- Navigation tabs
- Agency content area
 - Footer
 - Color palette







- State agencies must:
 - Meet accessibility standards
 - California Gov Code 11135 (incl. 508)
 - Priority 1 and 2 (W3C)
 - Make reasonable steps to design and develop web sites that are accessible to people with disabilities



Become familiar with these standards and guidelines so you can apply these principles in designing and creating official State web pages.





- State agencies must:
 - Practice good usability principles
 - Adhere to California's usability standards for web site development

Poor web page design leads to wasted time, reduced productivity, increased frustration, loss of confidence, inaccuracies, and loss of repeat visits.



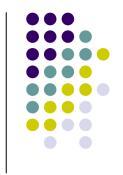
Separation of content



- State agencies must:
 - Use Cascading Style Sheets to apply
 - Style
 - Formatting
 - Positioning
- Using CSS improves consistency and allows agencies to make changes more quickly



Exceptions



- Web-enabled custom applications (but they must be accessible)
- Internal intranet sites
- Other exceptions may be allowed with written approval (special circumstances)
 - Contact the eServices Office before you submit an exemption request



Resources

- eServices Office
 - info@eservices.ca.gov
 - www.eservices.ca.gov
- WebTools
 - www.webtools.ca.gov
- Internet Development Forum
 - http://webdev.ca.gov

